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Governor Schweitzer & Jag Urge Montanans to Buy Montana Made Gifts this Holiday Season

(HELENA) – Governor Brian Schweitzer and Jag are spreading tidings of good cheer, and some sound gift-giving advice this holiday season.

The Governor and Jag are promoting Montana-made products in a new commercial that hits Montana's airwaves today. The 30-second spot features the Made in Montana program, and the Governor delivering some wise words from Jag.

“There's a sure fire way to pick the best gifts, look for the Made in Montana label,” the Governor says. “You'll be sure you're getting, and giving authentic Montana gifts. After all, no one wants a gift that stinks, especially Jag.”

The Montana Department of Commerce created the Made in Montana Program in 1984, to boost the marketing efforts of Montanans making Montana products. The program offers producers “Made in Montana” or “Grown in Montana” product stickers, and a variety of business resources, including an annual trade show.

“Montana is a unique place, and giving a Montana-made gift is always special,” said Anthony Preite, Director of the Department of Commerce. “Whether it's a Yogo sapphire, or a Ponderosa end table, a Montana-made gift has more meaning. Montana-made gifts are of exceptional quality, and every purchase gives back to our local communities.”

“Jag loves Montana-made products, especially Montana steak, and Montana squirrels,” the Governor said. “He may just get some steak in his stocking this year, but he'll have to catch the squirrels on his own.”

The Made in Montana program currently serves over 2,700 manufacturers, producers and entrepreneurs.

To view the commercial with the Governor and Jag, visit the Made in Montana web site at www.madeinmontanausa.com

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